



Reduce and Reuse: we CAN do this!

CCSM Increase Recycling Working Group November 23, 2020



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A (very) brief history of UPSTREAM...

The Product Policy Institute

- 2003-2011: Support & scale Extended Producer Responsibility for many materials
- 2012-2015: EPR for packaging

UPSTREAM

- 2015-2018- Convene, support & scale US plastic pollution movement - helped to launch BREAK FREE FROM PLASTIC
- 2018- present - Support and scale reuse movement



Macro- Ocean Plastic Pollution is Mostly Foodware

- 80% plastic entering the ocean is from land-based sources.
- The majority - 8 out of top 10- is foodware.

USA International Coastal Cleanup Results

Top 10 Items Collected



Most Policy Solutions to Date

Focus on Waste Management or Plastic Bans

1. **Recyclable or compostable**- single-use products
2. **Circular economy** - increase recovery/ recycling, **OR** reuse (reuse hardly ever prioritized)
3. **Plastic bans**- can drive reuse but also can result in regrettable substitutes



Single-Use Alternatives to Plastic: Regrettable substitutes

1. Paper
2. Bioplastic (corn)
3. Fibers (sugarcane)
4. Aluminum
5. Wood

Recyclable and Compostable: Unveiling the Myths

Recycling foodware

- Better for the environment 56% of the time
- Foodware is too dirty
- China ban unveiled the myth

Compostables

- **Contaminates** commercial compost & anaerobic digesters

Oregon Commercial Composters Say NO!



A Message from Composters Serving Oregon:

Why We Don't Want Compostable Packaging and Serviceware

1. They don't always compost
2. Contamination happens
3. They hurt resale quality
4. We can't sell to organic farmers
5. They may threaten human health and environment
6. It increases our costs and makes our jobs harder
7. Just because something is compostable doesn't mean it's better for the environment
8. In some cases the benefits of recycling surpass those of compost
9. Good intentions aren't being realized



**We're never going to be able to recycle or compost
our way to a sustainable future.**

**We have to work upstream to redesign
the systems generating the waste in the first place.**

**The real culprit isn't just single-use plastic
...it's "single-use" itself.**

UPSTREAM'S PRESCRIPTION



1. REDUCE, REUSE, REFILL

Getting people what they want without all the waste

- Reusable bags, cups, food containers
- Refill options for consumer goods
- Unpackage products
- Reduce unnecessary stuff

2. STOP THE STUPID STUFF

- Get rid of the unnecessary bad actors - foam

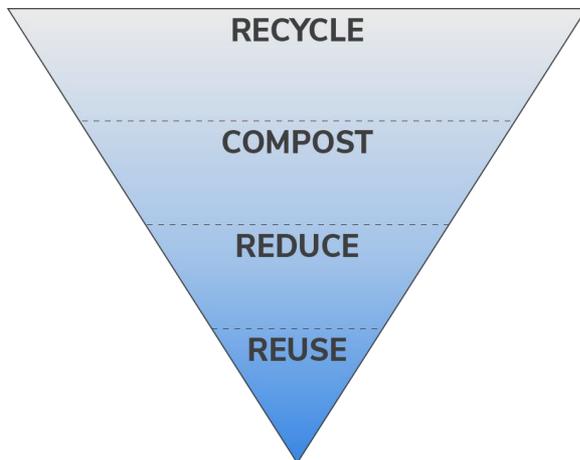
3. DESIGN CHANGE

- Products we want
- No ban, reduce, reuse option

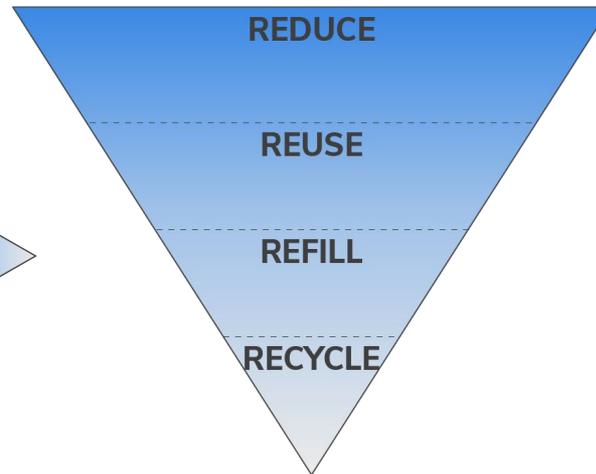
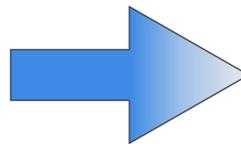
Reduce, Reuse, Refill Policies

Change How Products are Delivered to Consumers

WHAT WE DO NOW



LET'S DO THIS!



How we are achieving reduce/ reuse in food service

2019: Berkeley Disposable Free Dining

- 1st ban disposables for on-site dining
- 1st single-use cup fee
- Applied “reality test” to disposables



COVID-19 Hasn't Stopped Us!

In 2020:

- 7 jurisdictions enacted cup charges (6 in CA, and City of Vancouver, B.C.)
- 5 adopted disposable free dining (Berkeley, Arcata, Fairfax, San Anselmo)
- Policies in play in San Francisco, NY City, Los Angeles, 4 SF Bay counties.... when COVID hit

Since COVID:

- 8 jurisdictions have enacted accessories reduction policies

New COVID-friendly legislative agenda

FOCUS ON TAKE-OUT AND DELIVERY:

1. Ask-first/ Opt-in for accessories- [model policy](#)
2. Incentivize restaurants to provide reusables for delivery- model policy in development
3. Cup and container charges- [examples here](#)

FOCUS ON NEW RESTAURANTS

4. Disposable free on-site dining for NEW restaurants- [model policy](#)

FOCUS ON OTHER INDUSTRIES:

5. Eliminate hotel single-use toiletries: In 2019, California enacted [AB 1162 \(Kalra\)](#)
6. Reuse targets - 25% refillable or reusable by 2030
 - a. bottled beverages
 - b. transportation packaging / boxes
 - c. coffee pods or capsules
 - d. packaged grocery items
 - e. personal care products
 - f. cleaning products
 - g. prepared meals in take-out and delivery
 - h. take-out beverages in single-use cups
 - i. dry cleaning bags and packaging
 - j. health care/ medical devices
 - k. add here.....any other single-use item for which there is a reusable, refillable, or un

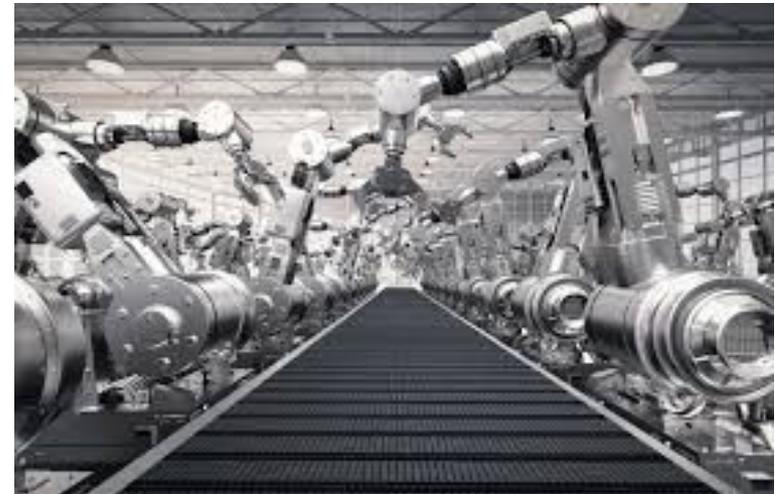
Growing the Reuse Movement

Strategy: Lead, Seed, and Feed Policy

- **Lead Local Coalitions**
 - San Francisco
 - More planned for Bay Area (Marin, Alameda, Santa Clara counties.)
- **Seed Reuse Coalitions (lead by others)**
 - Los Angeles
 - NYC
 - Honolulu
 - New England:
 - Boston, Providence, Portland, VT
- **Feed - NGOs and GOV**
 - National Reuse Network- 130 NGOs
 - Government Reuse Forum- 60 agencies



Cross Pollinating: Policy + Reuse Business Acceleration



Launching Pilot Programs in Take-out and Delivery



containers

take-out, delivery, events, and closed systems like institutional dining and airports



- GreenToGo
- Dispatch
- Sparkl
- Dishcraft
- DeliverZero
- GoBox
- Just Salad

cups

take-out, delivery, events, and closed systems like institutional dining and airports



- Vessel
- r.Cup
- Globelet
- CupZero
- Muuse
- Meiko

refill

grocery and consumer products



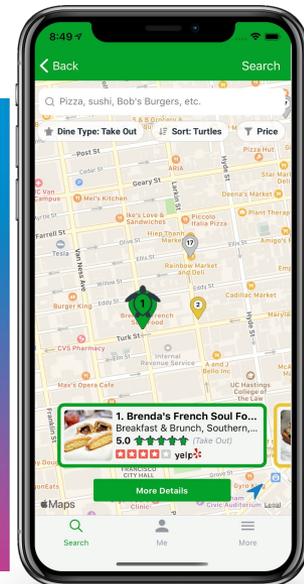
- LOOP
- MudLab
- JoyFill
- Re-up Refill Shop
- GoGo Refill
- Strauss Family Creamery
- Zero Grocery

apps

consumer reviews drive business change and diners find businesses with reusables



- PlasticScore
- Remark.eco
- JYBE
- Fill It Forward



UPSTREAM: Become a “Solutioneer”



WE ARE ALL INFLUENCERS IN OUR COMMUNITIES. Here are a few things to help you stay updated and become a “Solutioneer” with us.

- SIGN UP FOR OUR WEEKLY EMAIL @: upstreamsolutions.org/stay-updated
- FOLLOW US ON SOCIAL: [Instagram](#), [Facebook](#), [Twitter](#) and [LinkedIn](#)
- TUNE IN: to the [Indisposable Podcast](#)
- SUBSCRIBE: to our [YouTube Channel](#) to hear from our heroes of the reuse movement and get inspired about what’s possible with us!
- JOIN THE NATIONAL REUSE NETWORK / NGOs
- JOIN THE GOVERNMENT REUSE FORUM/ Gov Staff
- VISIT OUR WEBSITE: upstreamsolutions.org ...